

THEY SAID IT COULDN'T BE DONE — BUT L&M DID IT!

They said it couldn't
be done...
They said nobody
could do it...
but —

L&M is
Low
in tar

with
More
taste to it!

Don't settle for one without the other!



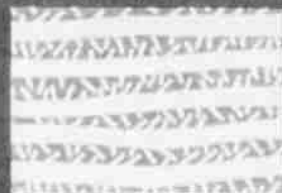
"THEY SAID you couldn't have a cigarette with both low tar and more taste, too. But L&M did it," says TV's Jack Lescoulié.

LOW TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke . . . makes L&M truly low in tar.

MORE TASTE: L&M's free-drawing Miracle Tip, plus rich, slow-burning tobaccos, brings you more exciting flavor than any other cigarette!

LIVE MODERN — CHANGE TO MODERN L&M

Magnified diagram shows extra filter fibers added crosswise to the stream of smoke in L&M's patented Miracle Tip.



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